

With the incursion of national and cable newsfeeds into the news programming of local affiliate stations, the need for greater FCC regulations requiring stations to cover local news, issues and politics is at an all-time high. How does expanded coverage of the Peterson trial in Redwood City serve the needs of people living in Portland, OR or Seattle?

To adequately implement this, the FCC will also have to work to foster more localized ownership of TV and radio stations. Sadly, large broadcasting ownership groups based in San Antonio, TX do not represent me here in the San Francisco Bay Area.

To foster greater political participation at the state, local and even national levels, we need an informed public. The broadcasters operate over localized and public airwaves and therefore should act in response to the needs of the community they serve. State, city and county elections, candidates and propositions as well as community events and entertainments should get equal or greater consideration for coverage from over the air broadcasters over whether or not J-Lo is pregnant or the two weeks of Amber Frey testimony. (Although seemingly frivolous, the playing of locally produced artists in regular rotation on music stations would help diversify the music industry, create regional stars that draw, and even boost a city's homegrown entertainment industry thus creating jobs at that level.)

Since the broadcasters themselves seem reluctant to go in this direction, then the FCC must look towards awarding more local ownership groups with broadcasting licenses instead of national corporations such as Clear Channel and Cox.